

FIG. 1

FIG. 2

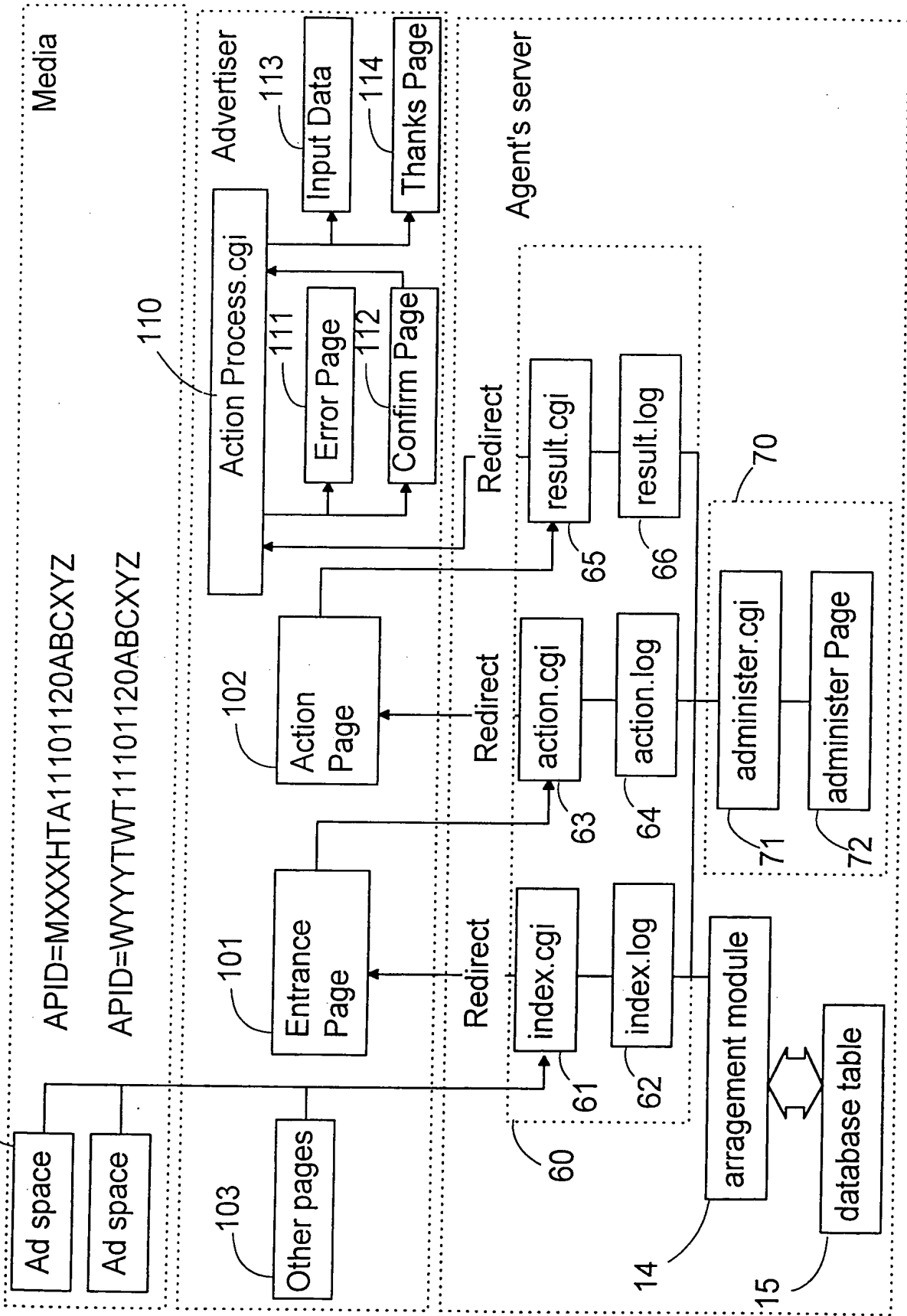


FIG. 3

20 Advertiser's Request (Invitation page)

Name of Advertiser  21

Campaing Objective  22

Campaing Period from  to  23

24 Selection of responses	Cost per response
<input type="checkbox"/> Visiting Web site	<input type="text"/>
<input type="checkbox"/> Downloading software	<input type="text"/> 26
<input type="checkbox"/> Applying for prize	<input type="text"/>
<input type="checkbox"/> Answering questionanaire	<input type="text"/>
<input type="checkbox"/> Requesting catalog	<input type="text"/>
<input type="checkbox"/> Requesting subscription to newsletter	<input type="text"/>
<input type="checkbox"/> Signing up for membership	<input type="text"/>
<input type="checkbox"/> Ordering a product or service	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>

25

29 Maximum respnses per month  27

Catogory of targent group  28

30 Designation of affiliates			<input type="checkbox"/> ALL
<input type="checkbox"/> XXX	<input type="checkbox"/> YYY	<input type="checkbox"/> ZZZ	
<input type="checkbox"/> QQQ	<input type="checkbox"/> SSS	<input type="checkbox"/> TTT	

Copy and Layout of advertisement

31

32 URL of web site to be linked

FIG. 4

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To: XXX

List of intended Advertisements <Offer Page>

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	Advertiser's name	Campaign Objectives	Cost per response (Yen)	Expected Sales (Yen)
1	ABC	distribution of new catalogue	100	500,000
2	ABC	new membership promotion	120	600,000
3	DEF	trend survey	150	800,000
4	HIJ	new product sales promotion	200	1,200,000
5	HIJ	new membership promotion	100	700,000
6	LMN	new membership promotion	1000	2,500,000
7	LMN	new product sales promotion	1500	3,300,000

Enter number for details

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FIG. 5

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### Detailed Information

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#### Advertiser's Request (Invitation page)

Name of Advertiser

Campaign Objective

Campaign Period from  to

Selection of responses	Cost per response
<input type="checkbox"/> Visiting Web site	<input type="text"/>
<input type="checkbox"/> Downloading software	<input type="text"/>
<input type="checkbox"/> Applying for prize	<input type="text"/>
<input type="checkbox"/> Answering questionnaire	<input type="text"/>
<input type="checkbox"/> Requesting catalog	<input type="text"/>
<input type="checkbox"/> Requesting subscription to newsletter	<input type="text"/>
<input type="checkbox"/> Signing up for membership	<input type="text"/>
<input type="checkbox"/> Ordering a product or service	<input type="text"/>
<input type="checkbox"/> <input type="text"/>	<input type="text"/>

Maximum responses per month

Category of target group

Designation of affiliates ☐ ALL

<input type="checkbox"/> XXX	<input type="checkbox"/> YYY	<input type="checkbox"/> ZZZ
<input type="checkbox"/> QQQ	<input type="checkbox"/> SSS	<input type="checkbox"/> TTT

Copy and Layout of advertisement

URL of web site to be linked

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#### Agreement for sales

51

Date:

Ad space type

Affiliate code

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FIG. 6

Administer Page

80 To(Advertiser ): ABC  
Campaign Objective: distribution of new catalogue  
Campaign Code: ABCXYZ

Period:

81 ☐ Whole  
☐ Specify from:  to:

Download of log files:

82 ☐ entrance page <page access number>  
☐ action page <action acess number>  
☐ action proces <result number>

83

View Statistic:

84 ☐ sort on APID  
☐ sort on referring page

85

FIG. 7

### Statistical Report <FORM 1A>

86 To(Advertiser ): ABC

Campaign Objective: distribution of new catalogue

Campaign Code: ABCXYZ

Period: from 1999.11.10 to 1999.12.15

88

Download

87

Date	Page Access number	Action Access number		Result number	
Total	18692	11684	61.61%	4719	24.88%
11/10	1000	700	70.00%	300	30.00%
11/11	1200	800	66.66%	450	37.50%
11/12	1100	700	63.63%	400	36.36%
11/13	2000	1000	50.00%	800	40.00%
11/14	1500	850	56.67%	630	42.00%

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FIG. 8

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Administer Page

To(Affiliate ):XXX

91

Period:

☐ Whole

☐ Specify from:  to:

92

Download of log files:

☐ entrance page <page access number>

☐ action page <action access number>

☐ action proces <result number>

93

Download

94

View Statistic:

☐ sort on Advertisers

☐ sort on APID

95

View

Detailed description of FIG. 8: The figure shows a web form titled 'Administer Page'. It is divided into three horizontal sections. The top section contains the text 'To(Affiliate ):XXX'. The middle section is titled 'Period:' and contains two radio button options: 'Whole' and 'Specify from: [text input] to: [text input]'. The bottom section is titled 'Download of log files:' and contains three radio button options: 'entrance page <page access number>', 'action page <action access number>', and 'action proces <result number>'. To the right of these options is a 'Download' button. Below the 'Download of log files:' section is a 'View Statistic:' section with two radio button options: 'sort on Advertisers' and 'sort on APID'. To the right of these options is a 'View' button. Various reference numerals (90, 91, 92, 93, 94, 95) point to different parts of the interface.




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To(Affiliate ): XXX

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[illegible]

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